

II. GOALS AND OBJECTIVES

A. City Comprehensive Plan

The principal goals and objectives related to parks, recreation, and open space are found in **Section 2.08 (Parks and Recreation Goals and Objectives)** of the Comprehensive Plan. Three other sections of the Comprehensive Plan relate indirectly to the provision of parks, recreation, and open space: **Section 2.03 (Land Use Goals and Objectives)**, **Section 2.05 (Community Appearance Goals and Objectives)**, and **Section 2.07 (Transportation Goals and Objectives)**. **Appendix 5** lists these related goals and objectives. **Appendix 6** lists the Parks and Recreation Board's annual goals for FY 2003. These annual goals were developed by the Parks and Recreation Advisory Board, in consultation with the Parks and Recreation Department staff and in consideration of previous public input (see **Section III** of this Master Plan for a description of the process by which these goals were developed). Subsequently considered and approved by the City Council, these goals address both the city's Comprehensive Plan and strategic issues identified by the Council, and primarily reflect current activities and concerns.

As discussed further in **Section III**, a separate Parks, Recreation, and Open Space Master Plan was deemed necessary in order to provide a greater level of detail than is included in the Comprehensive Plan. As such, the Parks and Recreation Advisory Board recognized that the Comprehensive Plan provided *strategic goals* and *general objectives*. This Master Plan supplements the goals and specific objectives with an action orientation.

B. Specific Goals Related To Strategic Goals And General Objectives

Listed below are the specific goals as they relate to the Comprehensive Plan's strategic goals and general objectives (slightly amended) for parks, recreation, and open space. These specific goals are ordered by priority within the framework of each General Objective. Specific objectives related to these goals will be discussed in **Section VII, "Prioritization of Needs and Plan Implementation"** of this plan.

Section 2.08 - Parks and Recreation Strategic Goals and Objectives

STRATEGIC GOAL #1 - College Station should continue to develop a system of parks, recreation facilities, open space and leisure services to meet the needs of an expanding community.

General Objective #1.1 (Facilities) - College Station should continue to develop the high quality and wide variety of park and recreation facilities available to residents and visitors.

Specific Goal #1 - Implement approved Capital Improvement Program for park projects.

Specific Goal #2 - Implement the approved Wolf Pen Creek Corridor Master Plan.

Specific Goal #3 - Implement the approved Lick Creek Park Master Plan.

Specific Goal #4 - Implement the approved Veterans Park and Athletic Complex Master Plan.

Specific Goal #5 - Implement the recommendations presented in the 2001 Intergenerational Parks report.

Specific Goal #6 - Implement the approved Greenways Master Plan.

Specific Goal #7 - Implement the approved neighborhood small area plans.

Specific Goal #8 - Implement a program of incentives to encourage the development of neighborhood parks as community focal points.

Specific Goal #9 - Develop a master plan for the zone 9 community park site and existing landfill area.

Specific Goal #10 – Implement the approved Bike and Pedestrian Master Plan.

Specific Goal #11 - Review and update the Park Land Dedication Ordinance as appropriate and implement investment of available resources.

General Objective #1.2 (Programs) - College Station should continue to develop the high quality and wide variety of leisure programs available to residents and visitors.

Specific Goal #12 - Implement the recommendations of the 2001 Senior Programs and Facilities Report.

Specific Goal #13 - Implement the Wolf Pen Creek Amphitheater revitalization plan.

Specific Goal #14 - Develop and implement leisure programs related to Veterans Park and Athletic Complex.

STRATEGIC GOAL #2 - College Station should continue to maintain high quality parks, recreation facilities and leisure services.

General Objective 2.1 (Maintenance) - College Station should continue to maintain parks and recreation facilities at a high standard.

Specific Goal #15 - Achieve and maintain a 90 percent or higher rating on all approved park maintenance standards.

Specific Goal #16 - Achieve and maintain a 90 percent or higher satisfaction rating for the Parks And Recreation Department on the annual citizens survey.

Specific Goal #17 - Develop and implement a plan for the Athletic Facility Replacement Fund.

Specific Goal #18 - Develop and implement an urban forest management plan.

Specific Goal #19 - Encourage arboretum/garden parks and color emphasis in existing parks

General Objective 2.2 - College Station should continue to provide high-quality, leisure programs to meet the needs of a diverse demographic and geographic population.

Specific Goal #20 - Establish an on-going appraisal of leisure services provided by the Parks and Recreation Department.

General Objective 2.3 - College Station should continue to provide facilities and programs in cooperation with other public agencies, including Texas A&M University (TAMU), College Station Independent School District (CSISD), the City of Bryan and other organizations.

Specific Goal #21 - Collaborate with the College Station Independent School District to provide recreation facilities and leisure programs.

Specific Goal #22 - Collaborate with the Arts Council of Brazos Valley to incorporate public art into the park system.

Specific Goal #23 - Investigate the feasibility of cooperative ventures with TAMU on facilities and programs, especially at Hensel Park and Veterans Park and Athletic Complex facilities.

Specific Goal #24 - Collaborate with the City of Bryan to provide recreation facilities and leisure programs.

STRATEGIC GOAL #3 - Develop greenbelts to connect park and residential areas.

General Objective 3.1 - College Station should develop a donation/purchase policy to acquire portions of the 100-year floodplain on properties that have been platted or developed to provide natural corridors to be used for open space and passive recreation uses that will link parks to one another and to residential areas. College Station should also accept dedications that are consistent with the greenway characteristics specified in the plan; utilize City funding sources, including bond funds if necessary, to acquire land acquisition services; and monitor the recent revised park land dedication ordinance as it is applied to determine if additional changes are necessary to support the Greenways Master Plan.

Specific Goal #25 – Review park land dedication proposals to determine where greenway connections are feasible.

Specific Goal #26 – Develop a greenway connection along Lick Creek from State Highway 6 to Greens Prairie Road, linking the old Luther Jones landfill site to the new community park/BVSWMA landfill site.

Specific Goal #27 – Incorporate greenways-related requirements in the Unified Development Code.

General Objective 3.2 - College Station should designate selected portions of the 100- year floodplain on undeveloped properties as “natural corridors” that are to be used for open space and passive recreation uses that will link parks to one another and to residential areas and provide for access to unique areas along greenways where people can enjoy and study natural processes.

Specific Goal #28 – Designate the portion of Carter Creek from State Highway 60 to the confluence with the Navasota River, as a “natural corridor”.

Specific Goal #29 – Designate Lick Creek, from Pebble Creek Subdivision to the confluence with the Navasota River, as a “natural corridor”.

General Objective 3.3 - College Station should acquire adequate funding for greenway development from various sources; design and construct trails by following development and maintenance guidelines; develop a program for long term maintenance of publicly held greenways; and incorporate maintenance costs into future year budgets.

Specific Goal #30 - Support the implementation of the approved Greenways Master Plan.

Specific Goal #31 – Develop the trail system in Lick Creek Park, with connections to Pebble Creek Subdivision.

Specific Goal #32 – Develop the trail system in Veterans Park and Athletic Complex, with connections to the TAMU Research Facility, to Carter Creek, and to Hudson Creek in Bryan.

Specific Goal #33 – Develop the trail system in the Wolf Pen Creek corridor from Texas Avenue to State Highway 6 (Earl Rudder Freeway).

Specific Goal #34 – Develop the trail system along the existing utility and pipeline easement from State Highway 6 to Greens Prairie Road.

Specific Goal #35 – Complete the trail system and bike path from Bee Creek Park to Central Park.